

December 30, 2003

## **INITIAL LOTTERY RETAILERS ANNOUNCED LOTTERY LOGO UNVEILED**

BISMARCK – Attorney General Wayne Stenehjem announced today that the North Dakota Lottery has selected 319 retailers for initial licensure to sell lottery tickets. A total of 508 applications were received from retailers throughout the state, including at least one retailer from each of the state's 53 counties. "Most of the selected retailers are convenience stores, grocery stores, and gas stations," said Stenehjem.

For the 8 most populous counties of the state, the number of retailer sites selected in relation to the number of retailer applications received is:

| <u>Counties</u>                               | <u>No. Sites<br/>Selected</u> | <u>No. Apps.<br/>Received</u> |
|---|-------------------------------|-------------------------------|
| Cass, includes cities of Fargo and West Fargo | 72                            | 85                            |
| Burleigh, includes city of Bismarck           | 29                            | 33                            |
| Grand Forks, includes city of Grand Forks     | 36                            | 42                            |
| Morton, includes city of Mandan               | 13                            | 20                            |
| Stark, includes city of Dickinson             | 11                            | 27                            |
| Stutsman, includes city of Jamestown          | 10                            | 18                            |
| Ward, includes city of Minot                  | 24                            | 42                            |
| Williams, includes city of Williston          | 10                            | 21                            |
| Totals  | 205                           | 288                           |

"Selecting these retailers for licensing concludes an extensive 3-month process of ensuring that the retailers met the eligibility requirements of the lottery law and rules," said Stenehjem. "Then, in working with the North Dakota Lottery's vendor, Scientific Games International, Inc., other criteria were considered for each retailer, including location, accessibility to the public and disabled persons, daily number of customer transactions, and type of products sold," he continued.

The first retailer that applied for and was approved for a license is Tiger Discount, a truck stop located in Dickinson. Tiger Discount will receive the first license number that will be issued.

The North Dakota Lottery has 325 terminals available for retailers and will, if economically feasible, exercise an option for 50 additional terminals and reconsider the applications of retailers not selected. "The North Dakota Lottery's vendor will start doing site surveys and installing satellite telecommunications equipment on January 5. In early March, the vendor will install lottery terminals and train retailers' employees," said Stenehjem.

Stenehjem unveiled the logo for the North Dakota Lottery. The logo, which symbolizes the image of North Dakota's primary lottery game, "Powerball," will appear on all lottery

advertising and sale items. "The goal was to adopt a logo that would be eye-catching, fun, and easily recognizable. This logo achieves the goal. It conveys the excitement of the Lottery and the impact that Powerball and other lottery games will have on the state," said Stenehjem.

The logo is a three-dimensional red Powerball bursting through the state outline, trailing a yellow starburst. Directly beneath the ball is the word "LOTTERY," with each letter separated by a small red ball. Above the state outline, "North Dakota" appears in the same 'Legendary' script that is used by the state's Tourism Division. The logo was developed through progression of design elements submitted by several students.

"I am very pleased with the conceptual designs submitted by the students of our state. The project provided the students an opportunity to get valuable 'real-world' experience and assisted in implementing the North Dakota Lottery," said Stenehjem.

The Lottery will be launched on March 25, 2004.

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